



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-27-2012 PAGE: 1 of 2

MCLAUGHLIN & ASSOCIATES - 19171  
ATTN: MARIANNE CAMPBELL  
566 SOUTH ROUTE 303  
BLAUVELT NY 10913

Contract No 403915	Contract Dt 10-26-2012	Revision Dt	Rev# 0	Advertiser RUNYAN FOR CONGRESS	Brand RUNYAN FOR CONGRESS	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 636			CMS # 247432	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247432				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 636																	
1	10-29-2012	11-02-2012	06:00AM - 07:00AM (BOOKENDS)	MORNING NEWS 6A MO-FR (6949)				9	15	2	2	2	2	2			10	750	10	7,500.00
2	10-29-2012	11-02-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)				9	15	2	2	2	2	2			10	750	10	7,500.00
3	10-30-2012	10-30-2012	11:00AM - 12:00PM (BOOKENDS)	DAYTIME 11A-12P MO-FR (6914)				7	15		2						2	1,000	2	2,000.00
4	10-29-2012	11-02-2012	12:00PM - 12:30PM (BOOKENDS)	DAYTIME NOON NEWS WEEKDAY (6950)				8	15	2	2	2	2	2			10	850	10	8,500.00
5	10-29-2012	11-02-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15	2	2	2	2	2			10	1,100	10	11,000.00
6	10-29-2012	11-02-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)				7	15	2	2	2	2	2			10	1,900	10	19,000.00
7	10-29-2012	11-02-2012	07:00PM - 07:30PM (BOOKENDS)	ACCESS MO-FR JEOPARDY (7063)				9	15	2		2		2			6	1,500	6	9,000.00
8	10-30-2012	11-01-2012	07:30PM - 08:00PM (BOOKENDS)	ACCESS MO-FR WHEEL (7064)				9	15		2		2				4	1,500	4	6,000.00
9	10-29-2012	11-02-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)				9	15	2	2	2	2	2			10	2,100	10	21,000.00
10	10-29-2012	11-02-2012	05:00AM - 06:00AM (BOOKENDS)	MORNING NEWS 5A MO-FR (6948)				9	15	2	2	2	2	2			10	325	10	3,250.00
11	11-04-2012	11-04-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-1030A SU (7057)				7	15							2	2	900	2	1,800.00
																	Contracted Gross Total:		84	96,550.00
																	Actual Gross Total:		84	96,550.00
																	Agency Commission:			14,482.50
																	Net Total:			82,067.50

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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			Agency CPE: E : 636																	
Month/YR		Preempted		Made Good		Contract Total		Adjustments							Actual Total					
Nov 12		0.00		0.00		96,550.00		0.00							96,550.00					
TOTAL		0.00		0.00		96,550.00		0.00							96,550.00					

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